

Graphic Assets

Primary Believe It Lockup

The main asset in the Believe It campaign is the primary lockup, shown here. This artwork has been created using approved proportions and spacing. This artwork should not be altered in any way, including removing the period.

Shown here are guidelines for clear space and minimum size for this artwork.

Believe it.

The Campaign for Oregon State University

Clear Space



Clear space is defined as 1/4 the total height of the lockup.

Minimum Size



Print: Believe It should never be smaller than 3/4" wide.



Digital: Believe It should never be smaller than 5/8" wide.

Additional Lockups: Left Aligned and Square

Shown here are the approved additional, left aligned lockups. These may be used in situations where left aligned lockups fit it better with the application. This artwork has been created using approved proportions and spacing. This artwork should not be altered in any way. This includes removing the period.

Don't try to recreate this artwork using separate logo files. Always use approved artwork.

The following clear space and minimum size rules apply to all left aligned lockups.

Left Aligned



Square



Clear Space



Clear space is defined as 1/4 the total height of the lockup.

Minimum Size



Print: These lockups should never be smaller than 3/4" wide.



Digital: These lockups should never be smaller than 5/8" wide.

Additional Lockups: Horizontal

Shown here is the horizontal lockup. This may be used in situations where a horizontal lockup fits better with the application.

Don't try to recreate this artwork using separate logo files. Always use approved artwork.

Shown here are guidelines for clear space and minimum size.



Clear Space



Clear space is defined as 1/2 the total height of the

Minimum Size



3/4"

Print: Believe It should never be smaller than 3/4" wide.



5/8"

Digital: Believe It should never be smaller than 5/8" wide.

Additional Lockups: Crest Lockups

The lockup with the university logo has been created using approved proportions and spacing. This artwork should not be altered in any way.

The following clear space and minimum size rules apply to all lockups with the University Logo.

Vertical



Horizontal



Believe it.
The Campaign for
Oregon State University

Believe it.
The Campaign for
Oregon State University

Clear Space



Clear space is defined as 1/2 the total height of the lockup.

Minimum Size



Print: Believe It should never be smaller than 3/4" wide.



Digital: Believe It should never be smaller than 5/8" wide.

Dos and Don'ts

The campaign identity system has been carefully crafted with consideration for a wide range of uses. In order to maintain consistency and a strong brand identity, the following alterations to the lockups should be avoided.

Each of these rules applies to all the lockups in the identity toolkit.



Don't vertically or horizontally stretch, skew, or distort the lockup.



Don't alter the logo with decorations like outlines or drop shadows.



Don't create additional art for use around the lockup. The lockups should stand alone or be used in approved lockups.



Don't reproduce the lockup in unapproved colors.



Don't rotate the lockup.



Don't use the lockup at less than 100% opacity. Use approved colors.



Don't recreate the lockup using different fonts.



Don't alter the kerning, tracking, or leading of the lockup.



Don't remove the period.



Don't alter the composition of the lockup. Use approved lockups.



Don't separate or remove elements of the lockup.



Don't change the scale of any of the elements in the lockup.